OTHER PREMIUM BRANDS FSI FULFILLMENT PROGRAMS									
Based on Data thru 12/93									
BRAND	PROGPH	PROGRAM NAME	CIRC	COVERAGE	DROPDATE	EXPDATE	DURATION #WEEKS	TOTRESP	%RESP.
NATIONAL FSI PROGRAMS									
VS Superslims	91612A	VS Superslims Scarf Offer	33,000,000	National	910630	911231	26	89,633	0.27%
Virginia Slims	91613A	VS Jewelry Roll	30,000,000	National	910825	920229	26	170,013	0.57%
Virginia Slims	91615A	VS'92 Book of Days	52,000,000	National	911001	920331	26	134,876	0.26%
Benson & Hedges	91307A	B&H Food & Wine	2,500,000	National	911014	911231	11	375	0.02%
Virginia Slims	*92602A*	*VS T-Shirt Offer*	*35,375,000*	*National*	*920405*	*921031*	*29*	*107,599*	*0.30%*
Parliament	*92500A*	*Parliament Beach Towel*	*16,147,000*	*National*	*920501*	*921130*	*31*	*5,086*	*0.03%*
Virginia Slims	*92611A*	*VS Shopping Spree Sweepstakes-Names*	*35,858,000*	*National*	*920517*	*921001*	*19*	*71,737*	*0.20%*
Merit	*92415A*	*Merit Stadium Blanket Offer*	*54,563,000*	*National*	*920809*	*921231*	*20*	*6,648*	*0.01%*
Virginia Slims	*92627A*	*VS'93 Book of Days*	*55,779,000*	*National*	*921018*	*930531*	*32*	*14,979*	*0.03%*
Merit	*93401A*	*Merit Video Rental Offer*	*55,779,000*	*National*	*930131*	*930831*	*30*	*14,365*	*0.03%*
Virginia Slims	*0*	*VS V-Wear*	*55,779,000*	*National*	*930221*	*930831*	*27*	*80,488*	*0.14%*
Virginia Slims	*0*	*VS V-Wear*	*5,500,000*	*National*	*930606*	*930831*	*12*	*11,667*	*0.21%*
ALL 12 PROGRAMS			432,280,000				24.08	707,466	0.16%
8 MOST RECENTLY DROPPED PROGRAMS			*314,780,000*				*25.00*	*312,569*	*0.10%*
PROGRAMS WITH 52MM-55MM CIRC (5 PROGRAMS)			*273,900,000*				*27.25*	*251,356*	*0.09%*
OTHER NATIONAL FSI PROGRAMS (NO CIRC; INCOMPLETE AS OF REPORT DATE)									
Parliament	93500A	Parliament Wine Glass Offer	.	National	930201	930930	34	8,149	N/A
Virginia Slims	93640A	VS 1994 Book	55,000,000	National	931101	940331	21	3,280	0.01%
OTHER FSI PROGRAMS (NO CIRC; INCOMPLETE AS OF REPORT DATE)									
Merit Ultima	92405A	Merit Ultima Free Packs	.	National-void in certain areas	920315	920630	15	2,149	N/A
Merit Ultima	92405A	Merit Ultima Free Packs	.	National-void in certain areas	920315	920630	15	683	N/A
Merit Ultima	92405A	Merit Ultima Free Packs	.	National-void in certain areas	920315	920630	15	3,970	N/A
Merit Ultima	92405A	Merit Ultima Free Packs	.	National-void in certain areas	920315	920630	15	131,784	N/A
Merit Ultima	92405A	Merit Ultima Free Packs	.	National-void in certain areas	920315	920630	15	4,206	N/A
Benson & Hedges	92304A	B&H American Sweepstakes-Names	.	National-void in certain areas	920801	.	.	76,876	N/A
Virginia Slims	92621A	VS Lace Offer	36,296,000	National-void in certain areas	920927	921231	13	21,071	0.06%
OTHER FSI PROGRAMS (NO CIRC; REGIONAL COVERAGE)									
Parliament	999999	Parliament Perfect Sweepstakes-Names	6,145,000	Regional	910901	.	.	2,532	0.04%
Benson & Hedges	92310A	B&H Food & Wine Cookbook	19,098,000	Regional	920816	921130	15	8,308	0.04%
Parliament	92503A	Parliament Perfect Getaway Sweepstakes-Names	.	Unknown	920701	930331	39	11,817	N/A

Source: https://www.industrydocuments.ucsf.edu/docs/tngj0004